



August 1, 2003

Federal Communications Commission  
C/O Commission Secretary, Marlene H. Dortch  
445 12<sup>th</sup> Street SW, CY-B402  
Washington DC, 20554

FCC Proceeding: SBC WI 271 Filing

Dear Commissioners:

Last month the Wisconsin Public Service Commission (PSCW) voted, 3-0, to approve SBC Wisconsin's 271 application which has been delivered to the Federal Communications Commission. I am writing on behalf of the Wisconsin Grocers Association in support of the PSCW's decision and hope that you will concur and allow Wisconsin's businesses to benefit from telecommunications competition.

As CEO and President of the Wisconsin Grocers Association, I am aware of the importance and effects of competition in the marketplace. In the past decade, the telecommunications industry has experienced phenomenal growth that multiplied the number of choices of service providers for business and residential consumers. The benefits of competition have been realized by my membership to some extent and for that I am thankful. However, I question why regulation in this state continues to limit the services that can be offered by SBC.

In conclusion, the Wisconsin Grocers Association stands in support of your application with the Wisconsin Public Service Commission to enter into Wisconsin's long distance market. We look forward to the day when SBC is a true competitor and businesses and consumers receive the benefits of this competition.

Sincerely,

Brandon Scholz  
President and CEO